



FIGURE 2-4 Effects of travel time on market area (18).

for commercial strip development, key among them is inadequate access management. Research to date has not systematically examined the potential long-term economic benefits of access management.

LAND USE AND ENVIRONMENTAL EFFECTS

Aesthetic Effects

■ Minimizing the number of curb cuts, consolidating access drives, constructing landscaped medians, and buffering parking lots from adjacent thoroughfares can create a visually pleasing and more functional corridor that, in turn, can help to attract new investment. These access management strategies are a component of many plans to improve the image of streetscapes or gateways and attract economic development (24).

■ Fewer access connections increase the area for landscaping. Landscaping at the margin of the roadway and in the median of divided roadways enhances the appearance of major corridors (Figure 2-5). Proper landscaping also helps to provide a visual cue for driveways and median openings.

■ Median reconstruction projects, median landscaping, and median gateway

treatments can be used to support community beautification and economic revitalization objectives.

Development Effects

■ Requirements for well-designed road and access systems further the orderly layout and use of land and help improve the design of residential subdivisions and commercial circulation systems.

■ Access management can be achieved through land use strategies that discourage strip development and promote clustering of land uses into unified activity centers. This advances local planning and growth management policies aimed at discouraging sprawl by addressing some of the defining characteristics of sprawl—strip development, poor connectivity among land uses, and poorly planned conversion of rural land to urban uses (24). It also supports multimodal objectives by promoting a built environment that enhances bicycle, pedestrian, and transit mobility.

■ For real estate developers, the importance of well-designed access systems cannot be overstated. The Urban Land Institute's *Shopping Center Development Handbook* warns that "poorly designed entrances and exits not only present a traffic hazard but also